



University of Applied Sciences of Eastern Switzerland



Consulting Project USA Market Research for Leica Geosystems AG

Project Team (f. l. t. r.) in front Kaitlyn Shipton, Robert Morris University, USA; Thomas Schöb, FHS St.Gallen, Switzerland, Project Coordinator; **behind** Vanessa Meyer, FHS St.Gallen, Switzerland; Austin Hampe, Robert Morris University, USA, Project Coordinator; Franziska Fitzi, FHS St.Gallen, Switzerland; Julie Powell, Robert Morris University, USA (not pictured)

Detecting Opportunities: Constructing a Market Entry Strategy in the U.S.

Leica Geosystems wants to enter the U.S. market with a solution kit that includes detection equipment combined with software and various services. As a first step, the market must be analyzed and important factors determined to create a comprehensive marketing plan.

Proceeding

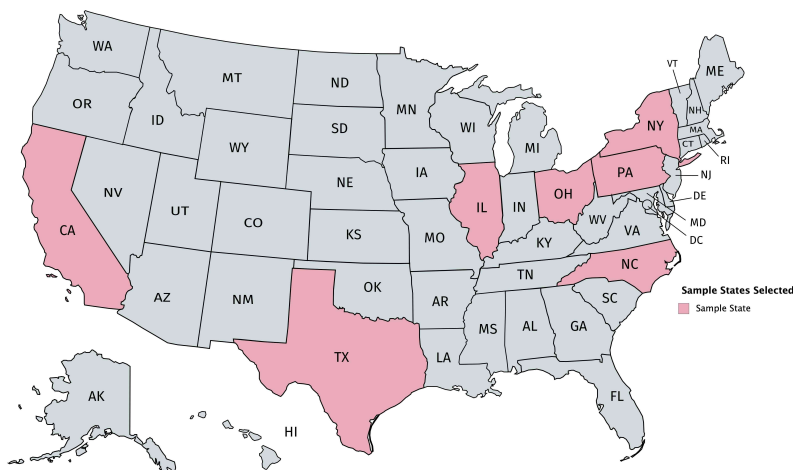
The first step in the four-phase market research included defining the project objectives. Afterwards, the project team examined which U.S. states have the highest potential need for the solution. 74 interviews in 16 different states were conducted. The main focus was the 12 potential customer groups. Additionally, legal requirements were revealed through interviews with representatives of associations and secondary research. Based on all these findings, 13 recommendations were proposed and prioritized.

Results

Based on the primary research, the 12 customer groups were divided into three categories according to their potential to buy the solution kit from Leica. The favorable group with the highest potential consisted out of three different customer groups. Those clients use similar products compared to Leica's solution. A market entry strategy to approach those three groups was

then created by establishing the marketing mix. For product and price, the solution kit was assembled in three bundles and priced according to the benefits for each customer group. Regarding promotion, alignment with industry standards but also innovative ideas were proposed. For place, a new distribution set-up was recommended.

www.fhsg.ch/praxisprojekte



Top seven States depicted on a map
Source: own illustration

Leica Geosystems AG, Heerbrugg

Leica Geosystems was founded in Heerbrugg in 1921 by Heinrich Wild. In 2005, the company was acquired by Hexagon, located in Sweden. Within the Hexagon Group, Leica operates in the geosystems landscape. The company is comprised of various industries, such as surveillance, laser distance measurements, scanners, and airborne cameras. 4'500 employees in 33 countries create high quality products and innovative solutions for ambitious customers.

Client

Leica Geosystems AG, Heerbrugg

Sarah Kühnis, Product Manager

Construction Tools

www.leica-geosystems.com



The team clearly exceeded our expectations by providing us with highly valuable results that we can use for future projects. The recommendations are directly applicable and include a variety of great and fresh ideas. We highly appreciated the student's engagement for the topic and it was a pleasure to work with them.

FHS coach

Prof. Dr. Franziska Weis



RMU coach

Jill K. Maher, Ph.D.



We were delighted to support the team throughout the whole project as they were extremely engaged and motivated to go the extra mile at all times in achieving the best results for the client. Based on extensive primary market research they came up with innovative ideas for a comprehensive marketing plan to enter the U.S. market.